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ABSTRACT

The nine-volume Survey Kit is designed to help readers prepare and conduct surveys and become better users of survey results. All the books in the series contain instructional objectives, exercises and answers, examples of surveys in use, illustrations of survey questions, guidelines for action, checklists of "dos and don'ts," and annotated references. This volume, seventh in the series, shows readers how to assess and interpret the quality of their survey data by examining the survey instrument thoroughly. The book explains how to code and pilot test new and established surveys. It also covers such issues as how to measure reliability (such as test-retest, alternate-form, internal consistency, interobserver and intraobserver reliability). How to measure content, criterion, and construct validities is explained, and how to address cross-cultural issues in survey research is described. Also described is how to scale and score a survey. The following chapters are included: (1) "Overview of Psychometrics"; (2) "Reliability"; (3) "Validity"; (4) "Scaling and Scoring"; (5) "Creating and Using a Codebook"; (6) "Pilot Testing"; and (7) "Multicultural Issues." An annotated list of five suggested readings and a glossary are included. (Contains 32 examples.) (SLD)

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